

# Nobody has the Carlton combination.

1.  
Lowest tar.  
Lowest  
nicotine.



2.  
The right  
taste.



MENTHOL

Carlton  
LOWEST SOFT PACK

1 mg. tar  
0.1 mg. nic.

Carlton  
LOWEST SOFT PACK

*U.S. Gov't. Test Method confirms of all king soft packs:*

**Carlton is lowest.**

King Soft Pack and Menthol: 1 mg. "tar", 0.1 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.